

Prominent Automobile Manufacturer Suggests Bringing Out New Models in December

CHALMERS WOULD CHANGE TIME FOR NEW PRODUCTIONS

Detroit Believes Weather Is Big Factor in Sales Progress.

By HARRY WARD.

"The greatest obstacle to the sale of automobiles is a natural obstacle and one we never can entirely overcome," says Hugh Chalmers.

"This great obstacle is bad weather. The weather makes our business a business, and any business that is seasonal has selling problems which are all the year-around business doesn't have. We cannot change the weather, but we can take measures which will minimize the effect of fall and winter weather on our business.

"The first thing I believe we should do is to change our own season. I am one of those who believe in yearly models. But I am coming to believe that we have picked out the wrong time of the year to announce our yearly models.

Conviction As To Seasons.

"If the dealer will look over his business for a number of years and take his sales from January to January, he will find that the curve of sales is a camel-backed affair with one end in January and the other in December, with a rise from January to an apex in May and June, then a violent slump for thirty or sixty days, with a steady rising through the late summer and fall to an apex in October; and after that another falling away to the mean level of December and January. I believe this will always be true as long as we announce new models in the summer.

"Next to the very car itself, the greatest selling force we have is warm weather and sunshine. Our sales curve should be a semi-circle, with its apex in July, which, by reason of the weather, is logically the best season for selling automobiles. But it is not. The reason our sales curve is a camel back is that our production curve is that way.

Would Announce Later.

"I think it is time for us to consider seriously whether we ought not to announce our models just before January 1, rather than in July. One company alone would hardly dare change the custom, or even two or three companies, for that matter. This is a thing which, if it is to the interest of all, should be done by all together.

"I think that if the change is made, an agreement should be reached that the new models be announced not earlier than December 15, and not later than December 31. Announcements prior to that time would, I believe, tend to stop business too early in the fall. Our business year is, you might say, really a ten months year, when you get down to it. We all of us are in a state of confusion between seasons, and it seems to me it would be much better to have this gap come in mid-winter, rather than in mid-summer."

W. L. Aris, of the Stoddard-Dayton department of the United States Motor Company, is spending a few days in Washington, where he is in conference with Mr. Barnhart, of the Stoddard-Dayton agency.

David Hendrick delivered an Abbott-Detroit semi-tonneau this week to Byron S. Adams.

George S. Patterson, of R. M. Owen & Co., district touring cars to Congressmen for the purpose of placing the Reo agency. Several dealers have made application for it, and Mr. Patterson expects to have it within the next two or three days.

W. E. Huntberry, of Winchester, Va., was in Washington during the week, and secured the Hudson agency for this section.

W. P. Barnhart & Co. report the sale of Everett "40" touring cars to Congressman P. W. Mendell of Wyoming, and Admiral J. M. Hawley. Hon. J. C. Bolling has purchased an Everett "Six" while Oscar C. Brothers, Jr., has purchased an Everett "30."

F. W. Powers, manager of the Goodyear Tire branch, returned today from Akron, Ohio, where he spent the week at the Goodyear factory.

David S. Hendrick has added the Stewart delivery wagon to his line, which includes the Franklin and Abbott-Detroit.

The greatest daily output ever considered possible in tire manufacturing is provided for in next year's plans of the United States Tire Company, according to advice received by E. J. Johnson, manager of the Washington branch. It is planned to erect sixteen new factory buildings. Among these will be a finely appointed laboratory, where scientific experimental work incidental to the manufacture of automobile tires can be carried on.

Muffler Cutouts Barred.

No muffler cutouts for motorcycles will be permitted in London, England, after March 31, 1913, according to the terms of a new ordinance. This plan, it is contended by some, might well be adopted generally in the United States.

The tread that makes the brake effective

The Safety Tread backs up the brake by pushing the cone aside and gripping the road. The forward bar wipes a spot clean for the following bars to hold to—that stops the skid.

Goodrich SAFETY TREAD

"Best in the Short Stop"

Washington Tire Depot, 1502 14th St. N. W.

Well-Known Dealer



DAVID S. HENDRICK.

QUALIFIED LAWYER IS LEADING AGENT FOR MOTOR CAR.

David S. Hendrick, at Twenty-six, Is One of Foremost District Salesmen.

Young in years but old in experience, David S. Hendrick is ranked among the best known men in the automobile trade of Washington. He was born twenty-six years ago and has been connected with the motor car industry of this city for the past five years. He is a graduate of the Georgetown Law School of the class of '09 and was admitted to the District bar the same year.

Mr. Hendrick has had a varied experience in the automobile industry and has represented in this city such well-known cars as the Thomas, Franklin, Interstate, and Abbott-Detroit. At the present time he is handling the Franklin, Abbott-Detroit, and Stewart truck. During the present year he secured a contract from the Postoffice Department to furnish Franklin cars for mail delivery service in this city for the next four years.

"Dave" Hendrick, as he is popularly known to many motorists, is a member of the University Club, the Annapolis Boat Club and the Delta Chi Fraternity.

Causes of Noises In Crank Chamber

Noises in the crank chamber of an automobile may be due to two or three causes. In the first place, one of the drain plugs from the crank chamber may have fallen out, or one of the drain taps jured open. Similarly the lubricating pipe to the crank chamber may have broken or become disconnected, this being particularly noticeable in a single or twin cylinder engine.

In engines of this type ball valves are sometimes used, and have been known to emit a blowing noise when the lid of one of these ball valves has allowed the ball to get adrift.

Wade Powers Promoted To Philadelphia Branch

Friends of F. W. Powers today are congratulating him on his promotion to the management of the Philadelphia branch of the Goodyear Tire & Rubber Company. Mr. Powers has been manager of the Washington branch since it was established several years ago and has been significantly successful in promoting the sale of Goodyear tires. While on his friends rejoice in his elevation to the management of one of the largest tire depots in the country.

Army Aviator Buys New Car

Lieut. B. R. Brereton, one of the army aviators at College Park, has just purchased a Studebaker "20" roadster from the Commercial Automobile and Supply Company. Lieut. Brereton will leave shortly for San Diego, Cal., and will ship his new car to that city.

MAXWELL AGENCY IS PLACED WITH H. B. LEARY, JR.

United Motor Washington Company Closes Branch Here.

More than ordinary interest attaches to the announcement made today that the United Motor Washington Company, a subsidiary branch of the United States Motor Company, has closed its branch here, and has placed the Maxwell agency with H. B. Leary, Jr. The latter today took possession of the former quarters of the United Motor Washington Company at 1221 12th street, removing from 1217 Fourteenth street. Mr. Leary will also handle the Rambler and Mitchell in addition to the Maxwell.

Maxwell cars have been sold in Washington since 1908, when John R. Thomas, former manager of the United Motor Washington Company, and now branch manager of the United States Motor Company's branch in Philadelphia, transferred the Maxwell agency to this city to handle Benjamin Briscoe's product. They have been prominently in every automobile contest held here during that time, and have taken many prizes in these events.

It is Mr. Leary's intention to thoroughly overhaul and renovate the new quarters which he occupies today. The salesroom is located on the first floor of the building, while a garage will be established in the rear portion. On the second floor the front portion of the building will be occupied by Mr. Leary's office, while the rear portion will be devoted to the service department.

Bert Robertson, who has been identified with the sale of Maxwell cars for a number of years, will have charge of the Maxwell sales department, while W. A. Ward will be in charge of the Rambler sales department. Whitley Leary will have control over the Mitchell sales department, and Harry Dietrich will be in charge of the service department.

"It is my intention to make the Maxwell, Mitchell, and Rambler agencies among the most important in Washington," said Mr. Leary, "and shall spare no expense in fitting the new quarters. Maxwell owners, as well as those who own Mitchell and Rambler cars, can be assured they will be given every attention. Service to our owners will be the slogan of my new establishment."

Best Way to Save On Cost of Tires

"The belief that hot weather and road friction increase the air pressure in a tire to a dangerous point costs the car owners of this country millions of dollars every year," said W. V. Aydelotte, of the Diamond Rubber Company, who was in Washington recently directing the campaign on Diamond safety tread tires.

"Because of this fallacy," he continued, "thousands of car owners habitually travel on underinflated tires, which in turn causes the tire to wear and before long there is a blowout. The internal friction in a tire caused by the bending of the material, especially the fabric, does heat the tire, but the softer the tire the greater the bending action and the more heat is generated.

"The increase in air pressure due to heat is not nearly so great as car owners think. In fact, the tire endures as great pressure as we recommend.

"To get maximum mileage, the car owner should inflate according to a very simple rule. The pressure per square inch as shown by the pressure gauge should be eighteen times the tire's cross section in inches. For instance, a three and one-half-inch tire should always be inflated to sixty-three pounds, a four-inch tire to seventy-two pounds, and a four and one-half-inch tire to eighty-one pounds, and so on, regardless of hot or cold weather."

How to Start Your Engine Properly

When the engine of a motor car is turned over slowly by hand the magnet will not start a spark. If the battery under similar conditions, hence, it will not start as easily. With a magneto having a set spark, if difficulty is experienced in starting try advancing the timing gear of the magneto one tooth. Where the magneto has a control lever on the wheel, try advancing this lever a few notches at a time until the desired easy starting is obtained. Then mark the position. Always remember that when the spark is advanced too far on the magneto, the motor will just as much as backfire as on batteries.

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FOR SALE—Warren panel body delivery wagon, 1300 lbs. capacity, practically new; bargain to quick buyer; trucks for hire.

WARREN MOTOR SALES CO., 1610 14th St. N. W. Ph. N. 3012.

AUTOMOBILE—Franklin, 20-h. p., 4-cylinder, Model D 114 8th St. E.

FOR SALE—5-passenger automobile; body and top in first-class condition. A bargain. Apply NAT. AUTO COLLEGE, 1414 14th St. N. W.

FOR HIRE—AUTOMOBILES

FIVE-PASSENGER AUTOMOBILE, 12 hp. hour; second-hand; excellent condition. A bargain. Apply AUTO SHOP, 601 N. J. Ave. N. W.

MOTORCYCLES

THE P. E. M. LEADS.

1-HORSE, 1225.

LOOK WHAT FOLLOWS:

Nein Indian.....\$25

Twin Harley.....\$150

Single Flanders.....\$100

ALL IN FIRST-CLASS CONDITION.

Bicycles from \$20 up with coaster brake.

WT. PLEASANT MOTORCYCLE AND BICYCLE CO.

Phone Col. 155. 2307 14TH ST. N. W.

SECOND HAND MOTORCYCLES A FEW GUARANTEED SLIGHTLY USED MACHINES LEFT WHICH CAN BE BOUGHT AT BARGAIN.

CASH OR PAYMENTS.

SHERRYMAN & WILLIAMS.

Main Office 2222 14th St. N. W.

Big Contest Planned

There is a prospect that one of the big automobile events next year will be a reliability tour from Chicago to Boston via New York. This event will be remarkable because the cars will be required to run night and day continuously and with the motors running at all times. Drivers and observers will be changed each night and morning. All details for the contest have not been completed.

NEW CURTAIN FOR MOTOR CARS BARS CHILLY BLASTS

Engineer Perfects Device Which Swings Shut With the Doors.

To battle the storm king in his assaults on motoring comfort long has been the aim of automobile designers and motor car body experts. Improved windshields and tops have helped somewhat, but there are now on the market a number of practical automobile stoves and footwarmers. Special brands of robes and cold-weather clothing have been evolved. Inclosed body types multiply on city streets in all their glory of coupe, sedan, landaulet and limousine bodies.

Only one who has struggled in zero weather with refractory curtains knows the discomfort which this system implies. To sit inside a car and to reach out a bare hand, above the door, butting on a gap conveniently accessible only from without, is a process that robs a winter motoring trip of much of its zest.

Recently occurred to one of the Studebaker engineers that the side curtain might be then it should be constructed, easily removed when open sides are desired.

The advantage was so plain that the plan was worked out to a logical conclusion with a series of curtains which could be pulled down over the passenger compartment of a Studebaker "20".

The details of the flap from the top of which clips snugly to the top of the windshield, effectively closing a joint always troublesome with the old style curtains.

Savannah Desires Next Cup Races

Savannah, Ga., has applied for the next Grand Prix and Vanderbilt Cup races and the Southern city should be granted the contests without question or opposition from any quarter, declare close followers of automobile racing.

"Savannah has shown its ability to conduct the great American automobile classic and that city has set a pace which none have been able to follow," says a man prominent in the racing game. "Providing any other cities are after the two big races, it should be the duty of all good motorists to advise them to withdraw."

Conceivably, a road race with the Georgia city is a science, and the facility of others attempting to follow the lead was shown by the failure at Milwaukee this fall. Soldiers for protection may be had in Savannah and roads are there for the use of the city and State authorities unite to make the event a success, and the promoters divide the profits with the Savannah Automobile Club and the military.

All business organizations of the city unite to promote the contest and committees have already been appointed. As these include men who have been successful in previous contests there is no doubt of the entire success of the contests next year. New York is after the contests, and the failure at Milwaukee shows the need of protection for the public in the past is a matter of history. Motorists will pull for Savannah.

STOP YOUR TIRE LOSSES!

Experimenting with automobile tires is decidedly an expensive occupation. If you do not get adequate service returns from your investment YOU LOSE.

The way to prevent this loss is to equip your car with tires that have behind them a quality guarantee.

G & J Tires

offer a four-fold guarantee of quality because they combine all of the strong points of four world-famous brands of tires.

Late in the UNITED STATES TIRE & RUBBER CO. G & J tires have the strength of four in every one. They have service advantages which you will not find in other tires.

Why not try them?

Washington Distributors:

National Electrical Supply Co. 1328-1330 New York Avenue.

MOTOR CAR SHOW SPACE READY IS IN GOOD DEMAND

More Than Half of Available Stands Are Taken by Exhibitors.

T. Oliver Proby, chairman of the Washington Automobile Show Company, is authority for the statement that more than one-half of the space for the show scheduled for February 8-9 has been taken. It is also stated that the space has been taken by exhibitors.

"In view of the fact that little soliciting has been done, this is a fine showing," said Chairman Proby.

Most of the time of the promoters has been put on the many details necessary to make an undertaking of such magnitude a thorough success from every viewpoint.

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On the Garden list there are forty-three makers of pleasure cars and 222 accessory concerns exhibiting the latest models of the year. The Palace will house forty-five exhibitors, and more than 100 accessory exhibitors. During the second week of the show, the Palace will show complete commercial vehicles in the Garden, while the Palace will house forty-one truck makers. The majority of accessory exhibitors will keep their spaces for two weeks.

Go for a Visit To Flanders' Factory

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It is expected he will sign a contract while away to handle the 1913 line of Flanders "sixes" and Standard electric cars.

No-Rim-Cut Tires 10% Oversize

Face the Facts

Don't buy tires by guesswork. Keep records—make your mileage tests.

Men who do this buy No-Rim-Cut tires. And tens of thousands find the average saving 48 per cent.

So many know this that these tires far outsell all others.

And the sale today is ten times larger than three years ago.

Think of This

Men have tested out in service 1,700,000 Goodyear tires.

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250,000 Know

Now some 250,000 motorists have adopted Goodyear tires.

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You ought to know, as they do, what these savings mean.

GOOD YEAR

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Washington Branch—1016 14th St. N. W. PHONE MAIN 1505-1596

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HORSES AND LAND TAKEN IN TRADES FOR MOTOR CARS

Dickerings of David Harum Appear Tame by Some Deals.

"To the man who is in a position to hear some of the inside stories of the deals that result in the purchasing of automobiles the dickerings of David Harum appear tame and commonplace," said the general manager of a big automobile company.

"This trading, of course, is done more in the rural districts than in the city, where an old car sometimes taken or placed on sale is about the limit of transactions. But in the country everything in the way of live stock or merchandise, and even land, often goes into the trade for the car.

"I recall one instance where a man came to us when our car was first placed on the market. He had some capital, was pleased with the car, and wanted to take the selling rights for his territory. He purchased a demonstrator, and orders began to come in. He sold lots of cars. On a trip to his part of the country I decided to call on this man.

"He told me that he then had a deal on looking to the taking in of a small farm near the city on a car deal, and he told me that he would then stock the farm with live stock and produce and take it on the car and keep it until such time as the market suited him.

"I was interested and asked the dealer to keep me posted. It was not long before he wrote me that he had purchased a car and was now producing plenty of stock on hand to warrant his keeping the farm for the purpose intended. He had sold practically all of the stock and was now producing plenty of stock on hand to warrant his keeping the farm for the purpose intended. He had sold practically all of the stock and was now producing plenty of stock on hand to warrant his keeping the farm for the purpose intended.

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Left Side Steering

Of 140 makes of American motor cars on the market for next year, approximately forty-seven of them are offering chassis with the steering wheel on the left side and with the brake and change-speed levers either operated by the right or by the left hand. It is more and more apparent that left-hand steering is gaining rapidly in popularity.

MOTORCYCLE SALES ARE GROWING FAST, MANAGERS CLAIM

Business Men Are Finding Speed Big Factor in Cutting Expenses.